

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

SALEM TEAR TAPE PROMOTION #800438: MAY (#805)

Dear «GREETING»:

SALEM .30¢ Tear Tape product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required, as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ \$3.00/carton off-invoice.

RJR will reimburse you \$4.75 per **6M** promoted case shipped to retail on a timely basis. This equates to **\$«PYMT» («CASES» (6M) case(s) @ \$4.75)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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MAY DELIVERY
SALEM TEAR TAPE
«ACCOUNT»

«PO»

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	
12300-24195	Full Flavor 100	
12300-24196	Light	
12300-24197	Light 100	

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT
DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED*****

Product / Premium Arrival: April «SHIPDATE», 1998

Ship Date to Retail: Week of: May 11, 1998

EFT \$ Amount: \$«EFT»

May Drive Period 805 / Promotion #800438

PROMOTION DESCRIPTION:

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION**

MAY DELIVERY

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